(a) constructing a visitor profile;

(b) broadcasting the profile to at least one distributor;

(c) collecting responses from the at least one distributor, wherein a preponderance of the responses have a plurality of attributes and wherein attributes of a respective response are spread to form a large number of bid-response combinations;

(d) selecting a bid-response combination from the at least one responding distributors;

(e) contracting, between the node and the at least one distributor of the selected bid-response, a transference of an advertisement from the distributor to the visitor;

(f) effecting a transfer of the advertisement to the visitor; and,

(g) determining the respective price of the visitor profile substantially as the sum of predetermined prices for the attributes in the profile.

27. (Twice Amended) A device for transacting an advertisement transfer, from an advertisement distributor to a visitor, upon the occurrence of a visitor visitation at a communications node, comprising a sequentially linked series of modules:

(a) a first module for constructing a visitor profile;

(b) a second module for broadcasting the profile to at least one distributor;

(c) a third module for collecting responses from the at least one distributor wherein a preponderance of the responses have a plurality of attributes and wherein attributes of a respective response are spread to form a large number of bid-response combinations;

15   (d) a fourth module for selecting a bid-response
combination from the at least one responding distributors;

                     (e) a fifth module for contracting, between the
node and the at least one distributor of the selected bid-
response, a transference of an advertisement from the
20   distributor to the visitor;

                     (f) a sixth module for effecting a transfer of
the advertisement to the visitor; and,

                     (g) a seventh module for determining the
respective price of the visitor profile substantially as
25   the sum of predetermined prices for attributes in the
profile.

                     36. (Twice Amended) A program storage device
readable by a machine and encoding a program of
instructions for executing a method for transacting an
advertisement transfer, from an advertisement distributor
5   to a visitor, the method comprising, upon the occurrence of
a visitor visitation at a communications node, the
communication node performing the steps of:

                     (a) constructing a visitor profile;

                     (b) broadcasting the profile to at least one
10   distributor;

                     (c) collecting responses from the at least one
distributor;

                     (d) selecting a response from the at least one
responding distributors;

15   (e) contracting, between the node and the at
least one distributor of the selected response, a
transference of an advertisement from the distributor to
the visitor;

                     (f) effecting a transfer of the advertisement to
20   the visitor; and,

                     (g) determining the respective price of the

visitor profile substantially as the sum of predetermined prices for attributes in the profile.

37. (Twice Amended) A program storage device readable by a machine and encoding a program of instructions for executing a system for transacting an advertisement transfer, from an advertisement distributor
5   to a visitor, upon the occurrence of a visitor visitation at a communications node, the system including:

(a) a first module for constructing a visitor profile;

(b) a second module for broadcasting the profile
10   to at least one distributor;

(c) a third module for collecting responses from the at least one distributor;

(d) a fourth module for selecting a response from the at least one responding distributors;
15   (e) a fifth module for contracting, between the node and the at least one distributor of the selected response, a transference of an advertisement from the distributor to the visitor;

(f) a sixth module for effecting a transfer of
20   the advertisement to the visitor; and,

(g) a seventh module for determining the respective price of the visitor profile substantially as the sum of predetermined prices for attributes in the profile.

Please add the following new claims 38-41 as follows:

38.   (New) The method according to claim 1 wherein the step of determining the respective price of the visitor profile includes using a memory cache structure

matching tree.

39.   (New) The device according to claim 27 wherein the seventh module uses a memory cache structure matching tree.

40.   (New) The method according to claim 36 wherein the step of determining the respective price of the visitor profile includes using a memory cache structure matching tree.

41.   (New) The device according to claim 37 wherein the seventh module uses a memory cache structure matching tree.